

**DOT HUMAN CAPITAL IMPLEMENTATION PLAN:
CORPORATE RECRUITMENT**

STANDARD 5: Talent

CRITICAL SUCCESS FACTOR: Compete for Talent. Agencies develop short and long term strategies and targeted investments in people to create a quality workplace designed to attract, acquire, and retain quality talent.

MEASURE: DOT has a uniform branding and marketing approach for the entire Department

MILESTONE	TARGET DATE	STATUS ¹	ACTUAL DATE	RESPONSIBLE ENTITY AND POINT OF CONTACT
		●-C ▼-OT ●-D		
Solicit bids for corporate branding and marketing initiative	December 2003			Denise Schossler, M-10
Select branding and marketing vendor	December 2003			Denise Schossler, M-10
Branding and marketing initiative in place and recruiting materials developed	March 2004			Denise Schossler, M-10
Recruiting materials developed and distributed	June 2004			Denise Schossler, M-10
Develop strategies for recruiting key cross-organizational positions based on input from the Human Resource Council (HRC) and the Human Capital Planning Council (HCPC)	July 2004			Denise Schossler, M-10 HRC and HCPC
Begin implementing strategies	August 2004			Denise Schossler, M-10 HRC and HCPC
Evaluate strategies	June 2005			Denise Schossler, M-10 HRC and HCPC
Make revisions and improvements to be applied in upcoming fiscal year	September 2005			M-10, HRC and HCPC

¹Status Code: ● Complete (C) ▼ On Target (OT) ● Delayed (D)